



UNIVERSITI TEKNOLOGI MARA
SABAH

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
THE PIE

PREPARED BY:
NURFATIHIN BINTI JAMRIN (2015564833)
SITI SURAYA RODI (2015115771)
ZAWIAH HAZIRAH ZULKIFLI (2015526029)

PREPARED FOR:
MR. MOHD FIRDAUS

Table of Content

	TITLE	PAGES
1.0	Acknowledgement	2
2.0	Executive Summary	4
3.0	Purpose of the Business Plan	6
4.0	Business Background	8
	4.1 Business Background	9
	4.2 Business Logo	10
	4.3 Business Location	11
5.0	Partners Background	12 – 15
	5.1 Partnership Agreement	16 – 21
6.0	Marketing Plan	22
	6.1 Introduction	23
	6.2 Product and Service Description	24
	6.3 Target Market	25
	6.4 Market Size	26
	6.5 Competition	27 – 28
	6.6 Market Share	29 – 30
	6.7 Sales Forecast	31
	6.8 Marketing Strategy (Product, Price, Place, Promotion)	32 – 36
	6.9 Marketing Budget	37
7.0	Operation Plan	38
	7.1 Introduction	39
	7.2 Operation Objectives	40
	7.3 Operation and Business Hour	41
	7.4 Operation Flow Chart	42 – 45
	7.5 Business Premise Layout	46
	7.6 List of Equipment	47 – 48
	7.7 Material Requirement	49
	7.8 List of Suppliers	50 – 51

	7.9 List of Operational Personnel	52
	7.10 List of Tasks and Responsibilities	53
	7.11 Schedule of Remuneration	54
	7.12 Operation Budget	55
8.0	Administrative Plan	56
	8.1 Introduction	57
	8.2 Business Vision, Mission and Objectives	58
	8.3 Organizational Chart	59 – 60
	8.4 Number of Personnel	61
	8.5 Schedule of Task and Responsibilities	62
	8.6 Schedule of Remuneration	63
	8.7 List of Office Furniture & Fittings and Supplies	64 – 65
	8.8 Administrative Budget	66 – 67
9.0	Financial Plan	68
	9.1 Introduction	69
	9.2 Schedule of Tasks and Responsibilities	70
	9.3 Steps in Financial Plan	71
	9.4 Budget	72 – 74
	9.5 Sales and Purchases Projection	75
	9.6 Project Implementation Cost & Sources of Finance	76
	9.7 Non-Current Assets Depreciation Schedule	77 – 79
	9.8 Pro forma Cash Flow Statement	80 – 81
	9.9 Pro forma Profit and Loss Account Income	82
	9.10 Pro forma Balance Sheet	83
	9.11 Financial Ratio Analysis	84 – 89
10.0	Conclusion	90-91
11.0	Appendices	92 – 94

The Pie is a business that provides savoury pies with chicken as the main ingredient. Our business is located at ASquare Container Street, Kota Kinabalu, Sabah. While there are many bakeries everywhere, there isn't any bakery or other business that offers mainly pies as their product.

This business is based on partnership where it consists of three (3) members who hold important positions in the company such as Financial Manager, Operating Manager and Administration Manager. The total contribution of our business is RM80,000 which one of our partner contribute RM30,000 and the other two partners contribute RM25,000.

The Pie is about producing a quality food product with affordable price. There are several filling that our customer can choose such as black pepper, sweet potato and curry. Our business located at A Square Container Street, Kota Kinabalu, Sabah.

Since not many people producing a pie pastry, we decided to open our business based on chicken pie pastry. The Pie production has the potential of being a profitable business if it is done in a modern way with large scale and systematically managed.

We expect that our business will have another branch at the other place since we have so many various filling of chicken pie, the demand will increase. This will give more advantages for us to make our product more profitable and stable in a long term.

As we know, business plan is one of the tools that is required to be prepared in order to open a business. Business plan is written documents which describe the purposed business to be undertaken in the comprehensive manner. It is also known as a project paper, working paper, business proposal or prospectus. A business plan is a written summary of entrepreneur, purpose business venture; it's operational and financial detail, its target market opportunities and strategies, and its manager's skill and ability. The plan serves as an entrepreneur's road map on a journey toward building a successful business.

For The Pie, this business plan is prepared to convince venture capitalists, investors and banker in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading. This business plan is also being drafted so that The Pie will get the financing it needs in order to start its business.

Every partner of The Pie has agreed to contribute a total capital of RM80, 000. One of the partners will contribute RM30, 000 and the remaining two partners will contribute RM25, 000 each. The financing will be used to purchase a start-up assets like furniture and fittings, promotion activities, kitchen equipment, and many more. We can get all this items from our trusted suppliers, and they have agreed to provide products with the best offer they could give.

We also use this business plan as a guideline to the manager in order to succeed in the business. We have set out our entire target in order to be successful. This business plan will includes company background, marketing strategy, operation plan, sales forecast and also the most important, financing plan of the business. The Pie will fully utilize all the assets so that it can maximize the profit. The profit will be used to cover all expenses.